



# CONNECTED TV AT CANADA'S PUBLIC BROADCASTER

CBC/RADIO-CANADA



## GIGI FORTH INTRODUCTION

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Director, Digital Sales  
CBC & Radio-Canada Media Solutions



- Onboarded during the pandemic
- New Yorker
- Digital First



## THE STATE OF MEDIA USAGE IN CANADA

**More than 50%** of Canada's TV streamers regularly use AVOD

2020 was the first year SVOD subscription outpaced paid TV subscriptions. **72% of households** now have an SVOD subscription\*\*

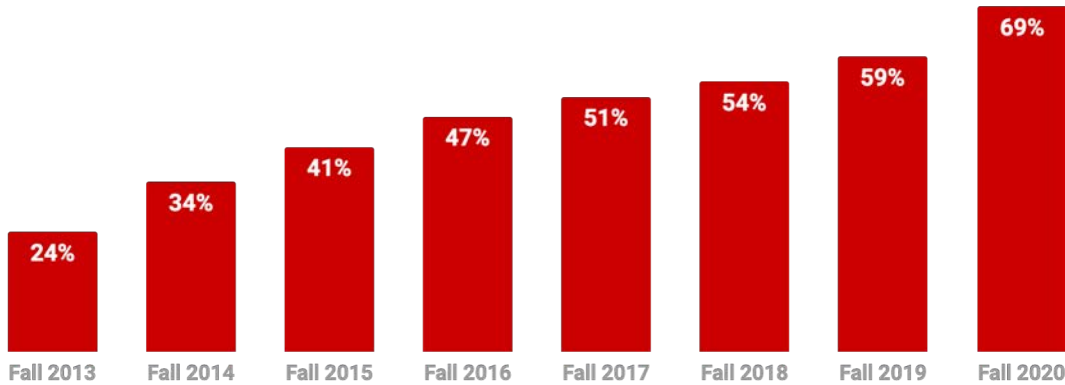
Internet-connected televisions are in **63% of Anglophone households\*\***

Source: 1-The State of Canadian TV Streaming, Roku, July 2021. 2-Canada Digital Video 2021, eMarketer.3- [Where connected media penetration sits in 2021](#), Media in Canada, January 2021.



# CONNECTED TV OWNERSHIP GROWTH IN CANADA

% Connected TV Ownership, YoY Growth Canada A18+



Source: MTM (Media Technology Monitor), National Canada, A18+

## Device Ownership in Canada, H1 2020 & H1 2021

% of internet users

	H1 2020	H1 2021
Smartphone	92.5%	93.6%
Desktop/laptop	82.0%	79.2%
Tablet	55.1%	53.5%
Smart TV	43.6%	49.0%
Game console	38.3%	38.5%
TV streaming stick/device	26.5%	28.0%
Smart home device	18.3%	21.1%
Smartwatch	12.1%	16.3%
Smart wristband	10.9%	12.3%
Feature phone	4.9%	5.0%
VR headset/device	3.5%	4.3%

Note: ages 16-64; respondents were asked, "Which of the following devices do you own?"

Source: GWI, August 2021

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eMarketer | InsiderIntelligence.com



# CONNECTED TV IS INTEGRAL TO THE MEDIA MIX

## BROADER REACH ON TRADITIONAL TV

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Linear is still the most popular form of viewing for consumers. The COVID-19 lockdowns boosted linear viewing figures for news and innovative programming.

## COMPLEMENTING WITH CONNECTED TV

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With CTV, you can measure the granular impact of a campaign effectively and garner more attention than mobile because of the size of the screen, resulting in highly viewable ads and high completion rates. It's the closest to a classical TV experience.

\* Source: Canada Digital Video 2021, eMarketer

MEDIA SOLUTIONS



## CONNECTED TV ADVANTAGES

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### ATTENTION

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'Not all attention is equal'. Connected TV delivers more attention than other digital platforms.

-Karen Nelson-Field

### REACH

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CTV and linear TV are complementary. CTV provides reach extension while including viewers that can't be reached using linear TV only.

### MEASUREMENT

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CTV measurement has the potential for in-depth data profiles that are built around individuals instead of populations like linear television.

Source: [Attention in advertising: Karen Nelson-Field](#), Think TV.

MEDIA SOLUTIONS



## OUR COMMITMENT TO DIVERSITY

As **Canada's public broadcaster**, we play a critical role in reflecting and representing all Canadians..



### Key Pillars:

- Prioritizing our local connections



- Coast-to-coast
- Increased accessibility through CBC Lite



- RC - Canadian news in 7 languages
- Indigenous language support on cbc.ca
- English + French



Diverse workforce



- Diverse programming in primetime
- CBC Gem reflection initiative
- Special events like The Black Awards





## CBC/RADIO-CANADA PROGRAMMING

### Key Pillar:

- Engaging with young audiences

### TV Viewers in Canada Who Watch TV via a Streaming Service, by Generation, July 2021

% of respondents in each group



Note: among respondents who watch at least 5 hours of TV per week via traditional TV (i.e., cable, satellite, or telecom service) or a streaming service

Source: Roku, "The Streaming Decade" conducted by National Research Group (NRG), Oct 6, 2021

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eMarketer | InsiderIntelligence.com



MEDIA SOLUTIONS



## CBC/RADIO-CANADA PROGRAMMING

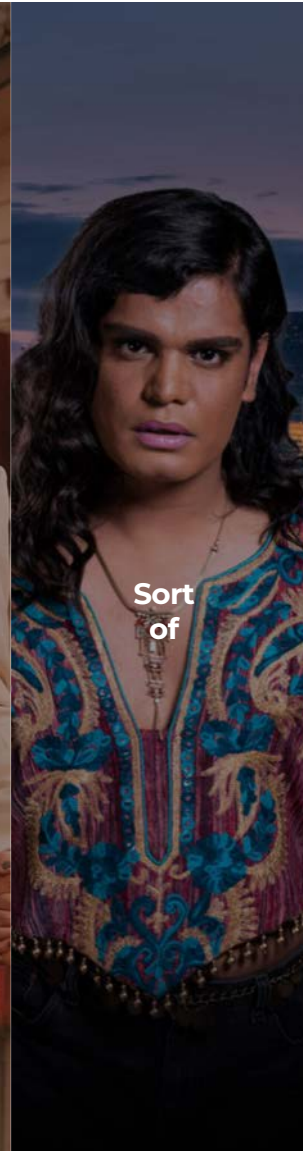
CBC/Radio-Canada produces some of the most groundbreaking shows in Canada

### Key Pillar:

- Prioritizing our local connections



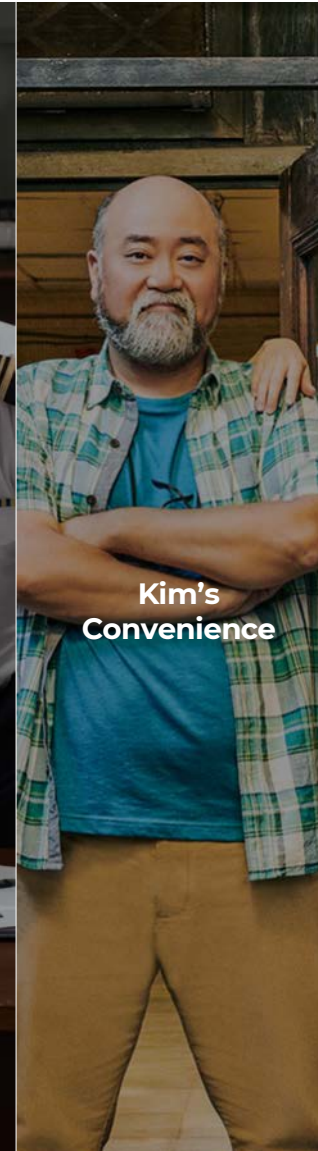
Schitt's  
Creek



Sort  
of



District  
31



Kim's  
Convenience



## PREMIUM CONTENT

# CBC-RC'S CTV OFFERING

Our programming is available on a growing number of platforms. Canadians can watch directly or by casting.

### AVOD | SVOD

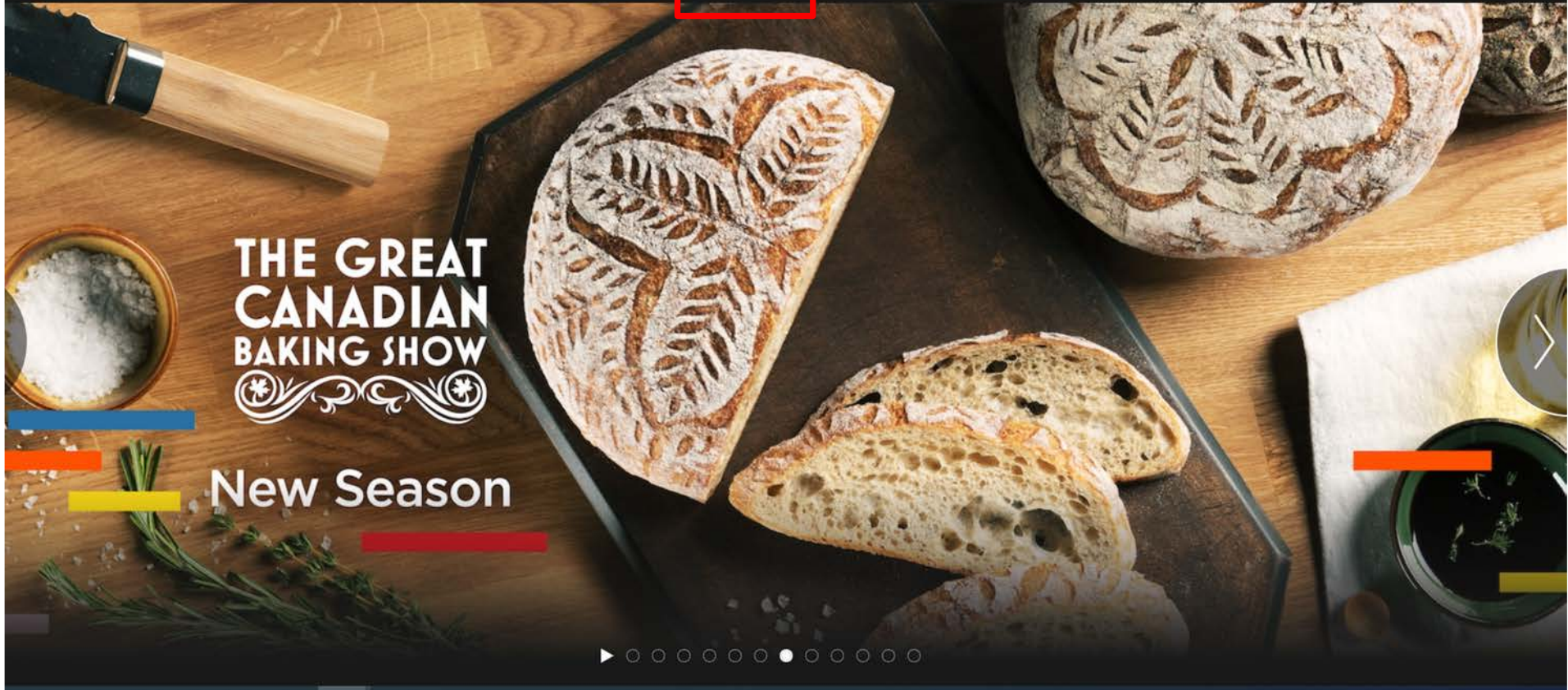


### PARTNERSHIPS



### PLATFORMS

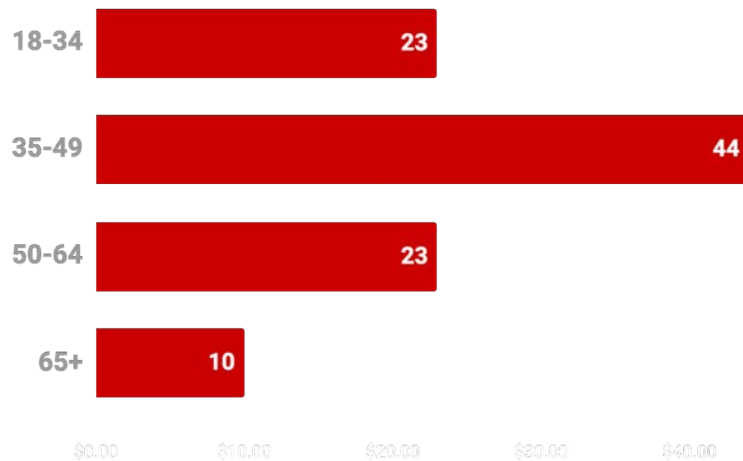






## CBC GEM CONNECTED TV AUDIENCE PROFILE

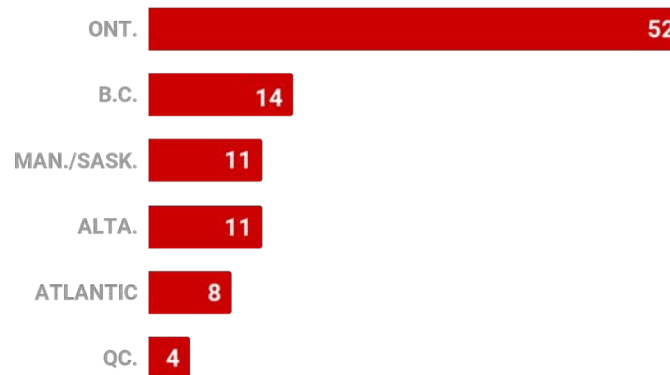
% **Age** Composition A18+  
CBC TV Online/CBC GEM - Internet Connected TV



% **Gender** Composition A18+  
CBC TV Online/CBC GEM - Internet Connected TV



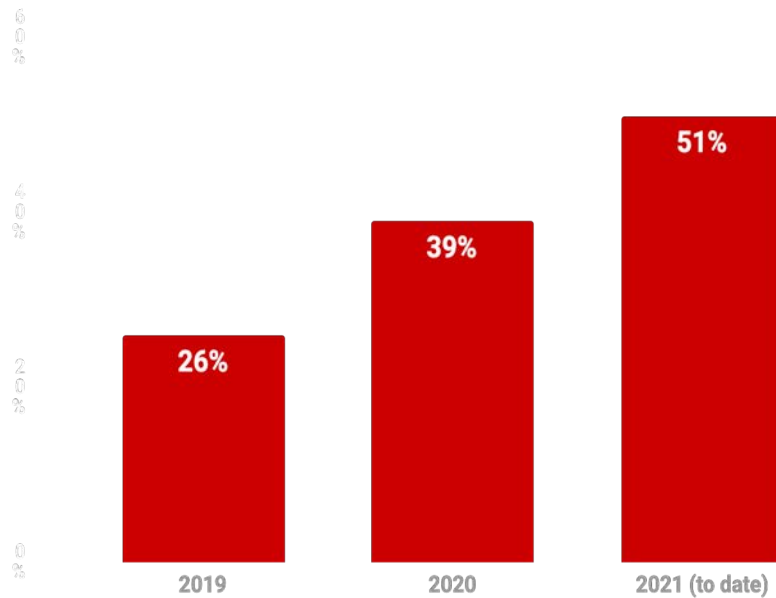
CBC GEM - Internet Connected TV % Regional Composition





# PERCENTAGE OF CBC GEM STREAMING FROM CONNECTED TV DEVICES

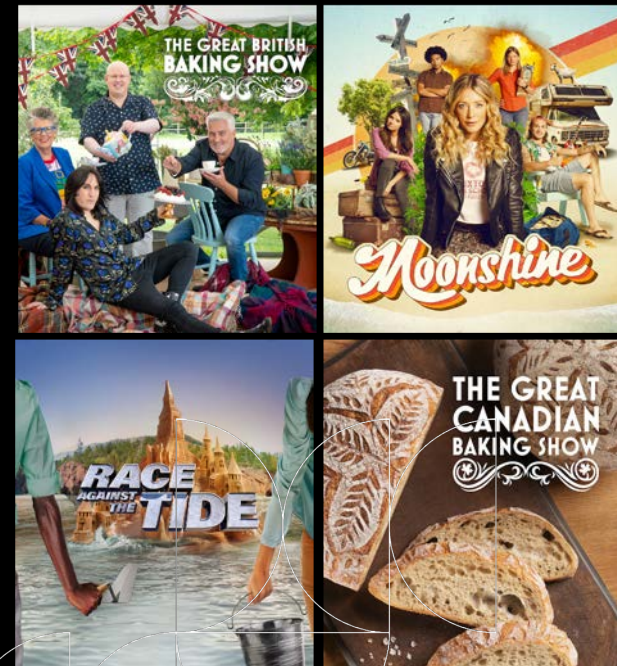
Connected TV devices = television, set-top box, gaming console



Source: Adobe Analytics, Connected TVs include Set-Top box, Television, Gaming Console used to access GEM content from the GEM website or any of the GEM apps. \*2021 To-Date = January-August 2021.  
\*IMPORTANT CAVEATS: FireTV App and Android TV App did not start reporting until July 2019. Chromecast was underreported between January-March 2020. Please use YOY comparison directionally only.



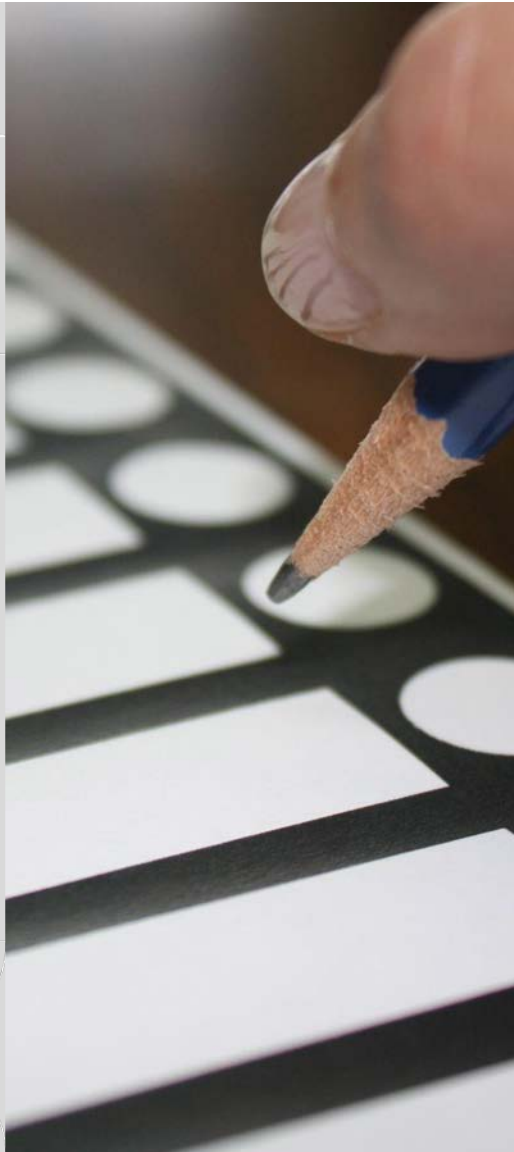
CBC GEM streaming on Connected TV Devices **more than doubled** in 2020 compared to 2019.





## CONNECTED TV VIEWING FOR THE FEDERAL ELECTIONS

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CBC News' digital platforms set new highs with 9.4 million unique visitors on Monday

CBC News' Poll Tracker and Election Results pages drew large audiences with 13 million and 10 million page views, respectively.

CBC's Live Election Night coverage (September 20, 2021) **generated 161,000 video views** on Connected TV devices, representing approximately **13% of total digital Election Night viewing.**

Source: Adobe Analytics, Connected TVs include Set-Top box, Television, Gaming Console used to access Election Night/Olympic CBC content on CBC's web or apps (includes streaming on Gem's Linear feeds).



## CONNECTED TV VIEWING FOR THE TOKYO 2020 OLYMPIC GAMES



### Top 3 Days for Streaming (CBC Web, App & Gem)

- **August 6** (top events: Women's Soccer Gold Medal Game, Men's 4x100M Relay Final, Women's Final Canoe Sprint) 2,908,000 Views
- **July 25** (top events: Womens Semi-Final & Final Swimming, Women's Street Skateboarding, Women's & Men's Preliminary Surfing) 2,855,000 Views
- **August 2** (Top Events: Women's Soccer Canada vs US Semi-Final, Track & Field, Men's Volleyball Quarter Final) 2,637,000 Views

CBC's Tokyo Olympics coverage (July 23-August 8, 2021), **generated 7.7 Million video views** on Connected TV devices, representing approximately **21% of total Olympic digital viewing**.

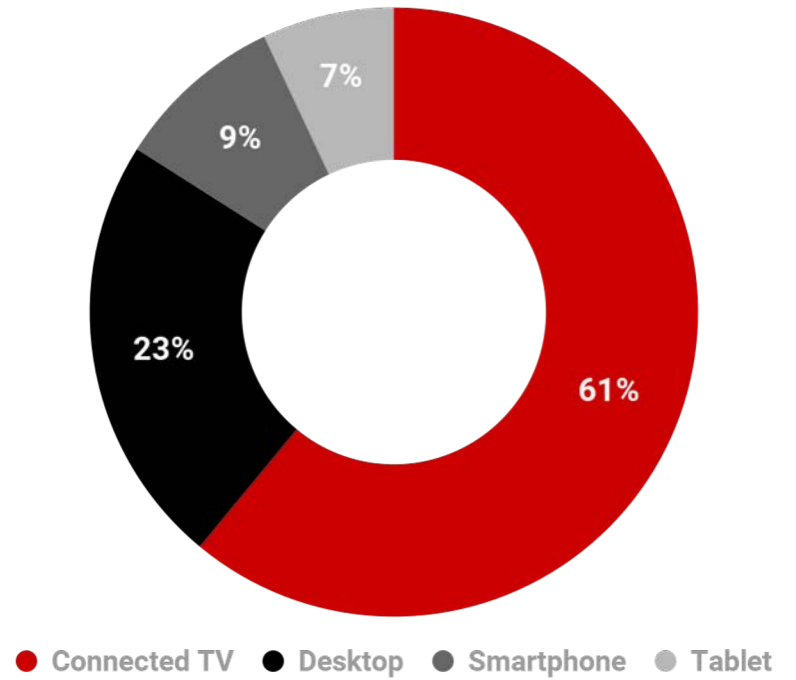
Source: Adobe Analytics, Connected TVs include Set-Top box, Television, Gaming Console used to access Election Night/Olympic CBC content on CBC's web or apps (includes streaming on Gem's Linear feeds).



# CONNECTED TV WAS THE MOST USED PLATFORM FOR VIDEO DURING TOKYO 2020



### Video Consumption by Device Type



Source: Google Ad Manager, July 23, 2021 to Aug 8, 2021.



## Key Takeaways



- **Takeaway 1:** CTV presents a significant opportunity for advertisers
- **Takeaway 2:** CTV is integral to the media mix, particularly AVOD
- **Takeaway 3:** CBC and Radio Canada's premium CTV content and the marquee events coming up in 2022

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# Appendix



# THE ECOSYSTEM OF CBC/RADIO-CANADA

### READ

**CBC.CA**

RADIO-CANADA.CA

**SPECIAL PROJECTS**

**CBC Lite**

MAURIL\*    Rad

curio.ca    MAJ

### WATCH

**CBC**    Gem

**CBC NEWS**    **CBC NEWS NETWORK**

ICI TÊLÉ    ICI TOU.TV    ICI TOU.TV EXTRA

**PARTNERSHIPS**

**Roku**    prime

### LISTEN

**CBC MUSIC**

**CBC LISTEN**

**CBC PODCASTS**

**CBC RADIO ONE**

RADIO-CANADA **Ohdio**

ICI **Première**